

COUNCIL MEETING AGENDA

TOWN OF LUNENBURG

Tuesday, January 24, 2023 at 6 pm

Council Chamber, 120 Townsend St. and Zoom Webinar/YouTube Live



Note: Agenda is subject to change due to additions, deletions, and/or amendments.

1. Call to Order

2. Acknowledgement of Mi'kma'ki the Ancestral and Unceded Territory of the Mi'kmaq People

3. Approval of Agenda

Draft motion: Moved and seconded that Council approve the agenda for the January 24, 2023 meeting as presented.

4. Approval of Minutes

Draft motion: Moved and seconded that Council approve the minutes of the January 10, 2023 meeting as presented.

5. Public Hearings, Presentations and Questions

6. Correspondence, Petitions and Proclamations Consideration

6.1 Regional Anti Racism Task Force – Bridgewater Anti Racism Task Force

6.2 Renaming of Cornwallis Street, Public Washrooms, and Parking – Ben and Roxie Smith

6.3 Wear Red Day Proclamation – for information

6.4 Marine Vessel-to-Grid Systems Project – letter of support request

Draft motion: Moved and seconded that Council direct the CAO to send a letter of support for the Marine Vessel-to-Grid Systems Project.

7. Business Arising from the Minutes/Unfinished Business

7.1 Chief Administrative Officer Bylaw – second and final reading

Draft motion: Moved and seconded that Council approve the Chief Administrative Officer Bylaw as presented in agenda item 7.1.

7.2 Policy Development and Review Policy

Draft motion: Moved and seconded that Council approve the Policy Development and Review Policy as presented in agenda item 7.2.

8. Committee Meeting Minutes, Recommendations, Reports and Notices of Motion

8.1 Lunenburg County Accessibility Advisory Committee Appointment

Draft motion: Moved and seconded that Council appoint Jeane Fay to the Lunenburg County Accessibility Advisory Committee for a three-year term.

9. New Business

9.1 Town of Lunenburg Economic Impact Study/Analysis

Draft motion: That Council approve the development of an economic impact study/analysis; and that Council approve including \$50,000 in the 2023/24 Draft Operating Budget for the economic impact study/analysis.

10. In Camera Meeting

11. Resumption of Council Meeting in Public Session

Motion to consider any in camera meeting notices of motion and/or recommendations pursuant to section 22 (3), Municipal Government Act.

12. Adjournment

Agenda items awaiting staff reports, etc. for further consideration

<i>Agenda Item</i>	<i>Assigned to</i>	<i>Council Meeting Assigned</i>	<i>Status</i>	<i>Anticipated Return Date</i>

COUNCIL MEETING MINUTES TOWN OF LUNENBURG

Tuesday, January 10, 2023 at 6 p.m.

Council Chamber, 120 Townsend St. and Zoom Webinar/YouTube Live



Present	Mayor Matt Risser, Deputy Mayor Peter Mosher, Councillors Melissa Duggan, Stephen Ernst, Jenni Birtles, Susan Sanford, and Ed Halverson
Also present	Lisa Dagley, Director of Finance Jamie Doyle, Chief Administrative Officer Tyson Joyce, Town Engineer Arthur MacDonald, Director of Community Development Heather McCallum, Public Engagement Specialist Michael Best, Communications Manager Kayla Byrne, Municipal Clerk
Call to Order	The Mayor called the meeting to order at 6 p.m.
Land acknowledgment	The Mayor recognized Lunenburg's location on the unceded territory of the Mi'kmaq people.
Staff introduction	Council welcomed Michael Best, the Town of Lunenburg's new Communications Manager.
Approval of Agenda	Moved and seconded that Council approve the agenda for the January 10, 2023 meeting as presented. Motion carried unanimously
Approval of Minutes	Moved and seconded that Council approve the minutes of the December 13, 2022 meeting as presented. Motion carried unanimously
Public Hearings, Presentations and Questions	Lisa Dagley, the Director of Finance, and John Mader, the Water Treatment Plant Operator, were presented with the Queen Elizabeth II's Platinum Jubilee Medal.
Correspondence	Council received two letters with respect to its recent decision to rename Cornwallis Street and two municipal parks.
Review of Council appointments	As per Policy #98 Town of Lunenburg Procedural Policy Committees of Council, Council reviewed its committee membership. No changes were made to appointments.
Policy Development and Review	Moved and seconded that Council give notice that at its January 24, 2023 meeting, Council may consider the approval of the Policy Development and Review Policy as presented in agenda item 8.1 of the January 10, 2023 Council agenda package. Motion carried unanimously

Potable Water Quality Test Results Council received the potable water quality test results for July 2022 to September 2022. All testing complied with all approval requirements.

Wastewater Quality Test Results Council received the wastewater quality test results for July 2022 to September 2022. There were no complaints received relating to the Town's wastewater system.

In Camera Meeting Moved and seconded that Council meet in camera at 6:22 p.m. to consider the following matter pursuant to section 22 (2), Municipal Government Act:

Acquisition, sale, lease and security of municipal property

Motion carried unanimously

Resumption in Public Session Council reverted to public session at 6:58 p.m.

Adjournment There being no further business, the January 10, 2023 Council meeting adjourned at 6:59 p.m.

Minutes were read and approved.

Anti-Racism Task Force
Bridgewater, NS
December 20, 2022



Dear Mayor and Council

The Anti Racism Task Force (ARTF) in Bridgewater has been working with the other Municipalities in Lunenburg County to regionalize the scope and power of Anti Racism on the South Shore. The Town of Lunenburg has graciously provided the use of independent consultants to help move this process forward. These consultants have created a very detailed Terms of Reference for this regionalized approach. At the last meeting they presented their work, and it became very clear that not all players at the table were as informed about the process or the goals. Those of us from the ARTF who were on the meeting were very disheartened by this, we had understood that the process was ready to be implemented and that a Coordinator was about to be hired to fully begin the work. This was not the impression that we were left with after the meeting.

We are writing to ask for your assistance in getting this work started in our County. We understand that getting several councils to work together can be tricky and that it involves many procedures and processes. However, this work is extremely important, and it can't be stalled out by procedures and political differences. The fact that many of these processes were originally created to hold back this work makes it even more imperative that we do all we can to help move it forward.

You have power to make sure that the process is moving forward and that the Coordinator position is advertised and a great candidate is hired. We are here to assist you in any way that you need, we have been in a holding pattern as we wait for the regionalization and coordinator hiring to occur. But we feel that we can no longer continue to hold. As we saw with the incident on Halloween racism is here on the South Shore, that can't be denied. We are asking that you act to make our region better; more welcoming and safer for all.

We know the desire for change and continued anti racism work is a priority for your community and our county. It is time we lead by example and with our actions. Please help us push for the hiring of the Anti Racism Coordinator as soon as possible (as approved in your budgets for this fiscal year) so that this work can move forward.

Sincerely

The Anti Racism Task Force

From: Roxie Smith
Sent: January 8, 2023 8:04 PM
To: Roxie Smith
Subject: FW: Help

Address to Mayor Matthew Risser and Councillors

Town of Lunenburg

P.O.Box 129

Lunenburg, N.S.

B0J 2C0

Dear Mayor and Councillors

This letter is in regards to the Meeting of the Town Council on December 13, 2022 and Agenda Item, 8.2 "Renaming Blockhouse Hill Park and Cornwallis Street.

When I became employed with National Sea Products in the mid 1960's, it was with the expectation that I would be expected to become an active and involved citizen of the Town of Lunenburg. Before long I became involved as a Scout Leader and a member of the local School Board as well as the Board of Trade.

Soon after John Fisher toured Canada stopping in many Towns where he encouraged Citizens to promote their Tourists. A Committee of Local Citizens concluded that it made sense for Lunenburg to promote their attractions to have a Fisheries Museum on the

Waterfront. This has actually taken place and I am the last surviving member of that Committee.

In 2001 when St. Johns Anglican Church was heavily damaged by fire, I became the Building Committee working from a Church Property Office which was located on Cornwallis Street.

Lunenburg soon became a Tourist Attraction with a good portion of employment heavily relying on Tourist Traffic. Before long the Town needed to replace and expand the Campground and Trailer Park located on Blockhouse Hill. I looked after the Design and Construction of the Camping Facilities , Office, Public Washrooms and Reception Centre in the form of a Blockhouse. I laid out an increase and Footprint for the Campground so that it could accommodate the large groups of Camper Trailers that travelled to popular destinations in North America making Lunenburg able to accommodate these Caravans.

Lunenburg is a growing Tourist Town and as such requires several Public Washrooms in key Locations.

The enhancement of Lunenburg Academy is important to not only us but to the Town. Tourists love to visit and walk the Hallowed Halls. The Tenants are thrilled to be able to rent space in such a Distinctive and Historic Building. The use of some of this Key Land for Parking Purpose would not be wise.

Has there ben any oppportunity for Public Input?

We wish the Town all the best in 2023

Sincerely

Ben and Roxie Smith



Proclamation

Lunenburg proclaims February 13, 2023, Wear Red Day

WHEREAS, Heart disease is the number one killer of women worldwide and the leading cause of premature death for Canadian women, a fact unknown to many women and their healthcare providers; and

WHEREAS, The Canadian Women's Heart Health Alliance is an organization of volunteer health professionals and patients working hard to improve women's heart health; and

WHEREAS, Wear Red Canada Day is celebrated annually to raise awareness for all Canadians, but especially Canadian women, to be mindful, curious, and proactive in the management of their heart health and wellness; and

WHEREAS, We want to see better prevention, diagnosis, and care and fewer women dying prematurely from heart disease;

THEREFORE, I, Matt Risser, Mayor, do hereby proclaim February 13, 2023, Wear Red Canada Day in the Town of Lunenburg, Nova Scotia, Canada.

Date: January 11, 2023

Signature:

Matt Risser, Mayor of the Town of Lunenburg



119 Cumberland Street
P.O. Box 129
Lunenburg, Nova Scotia
B0J 2C0

January 18, 2023

Letter of Participation for Marine Vessel-to-Grid Project

Dear Mayor and Council,

This memo outlines the request for a letter from the Town of Lunenburg expressing their desire to participate in an innovative marine vessel-to-grid project led by Dalhousie University Renewable Energy Storage Laboratory and Rimot that is under funding consideration by Nova Scotia Department of Natural Resources and Renewables.

The project would see Dalhousie and Rimot working with ABCO and the Town of Lunenburg to enable the use of batteries on-board the ABCO electric vessel to support the local electricity grid when the vessel is not in use and see this coordinated with a second system installed in a controlled environment at Dalhousie. The Town of Lunenburg would be collaborating with the project participants towards successful project outcomes.

The project provides the opportunity for the Town of Lunenburg to be an important early participant in progressing marine vessels and electricity grids toward a zero-emissions future. No direct financial contributions are being requested at this time, and your participation greatly enhances the likelihood of project funding approval. A template letter is enclosed.

Sincerely,

A handwritten signature in black ink, appearing to read "Trevor Hennigar".

Trevor Hennigar, COO

902-719-7691

Trevor.hennigar@rimot.io

Cc: Jason Huskilson, ABCO

Cc: Lukas Swan, Dalhousie University Renewable Energy Storage Laboratory

Letter of Participation/Support Template:

December [redacted], 2022

To: Department of Natural Resources and Renewables

Re: Demonstration and Validation of Marine V2G Systems

On behalf of [organization name],

We are excited to participate in the Demonstration and Validation of Marine Vessel-to-Grid Systems project proposed by the Renewable Energy Storage Laboratory at Dalhousie University and Rimot.io Inc. The project is a great initiative that we believe can help to place Nova Scotia and its organizations on a global stage in the commercialization and scaling of this important new technology.

Supporting this initiative is important to our organization because it allows us to showcase this important next generation technology and be differentiated on a global stage. The project will help accelerate the adoption of electric vessels through the creation of additional environmental and financial benefit that otherwise would not be possible.

This demonstration project will help our organization [redacted] and we feel it is critical to Nova Scotia because [redacted].

Sincerely

[signature]

[name, title, organization]

TOWN OF LUNENBURG
CHIEF ADMINISTRATIVE OFFICER BYLAW

1. TITLE

1.1 This Bylaw may be cited as the “Chief Administrative Officer Bylaw” or the “CAO Bylaw”.

2. DEFINITIONS

2.1 In this Bylaw:

- a. “Act” means the Municipal Government Act of the Province of Nova Scotia, SNS 1998, c. 18, as amended from time to time, or successor legislation;
- b. “Chief Administrative Officer” or “CAO” means the person appointed by the Council and employed by the Town as its chief administrative officer;
- c. “Clerk” means the person employed by the Town and appointed by Council to serve as its Clerk;
- d. “In writing” includes communications sent by email;
- e. “Town” means the Town of Lunenburg;
- f. “Town Powers and Duties” means a thing the Town is required or authorized to do under a statute or regulation of the Province of Nova Scotia or under a bylaw of the Town, where the statute, regulation or bylaw does not specify who in the Town may do the thing;
- g. “Statutory Functions” means all duties, functions or powers assigned to the chief administrative officer of a municipality under the Act or under any other statute or regulation of the Province.

3. POSITION AND ESTABLISHMENT OF CAO

3.1 The position of Chief Administrative Officer for the Town is established and the Town shall at all times have a CAO or a person designated to act as interim CAO.

3.2 Council shall by resolution appoint a person to the position of Chief Administrative Officer. If a vacancy occurs in the position Council shall by resolution appoint a person to be an interim Chief Administrative Officer and in such case all the provisions of this bylaw that apply to the CAO apply equally to the interim CAO.

3.3 In the event of absence from work due to illness, vacation, leave of absence or other cause, the CAO may delegate their powers to another employee in writing, and, unless Council by resolution appoints another person to serve as an interim CAO during that absence, the CAO’s delegation of authority shall be deemed to be valid and to be approved by Council.

3.4 The remuneration and other terms of engagement of the Chief Administrative Officer shall be set out in an agreement between the CAO and the Municipality that is approved by resolution of the Council and not inconsistent with any provision of the Act or this Bylaw, which the Mayor shall execute on behalf of the Municipality.

4. POWERS AND AUTHORITY OF CAO

4.1 The CAO shall exercise and fulfill all Statutory Functions which are not subject to delegation and shall either personally exercise and fulfill or shall delegate the exercise and fulfillment of all Statutory Functions which are subject to delegation.

4.2 The CAO may exercise all Town Powers unless Council otherwise specifically directs by resolution, policy or bylaw.

4.3 The CAO may exercise any of the following powers, except as Council may otherwise specifically direct by resolution, policy or bylaw:

- a. make or authorize expenditures, and enter into contracts on behalf of the municipality, for anything required for the municipality where the amount of the expenditure is budgeted or within the amount determined by the council by policy, and may delegate this authority to employees of the municipality;
- b. sell personal property belonging to the municipality that, in the opinion of the chief administrative officer, is obsolete, unsuitable for use, surplus to requirements of, or no longer needed by, the municipality, and may delegate this authority to employees of the municipality;
- c. personally, or by an agent, negotiate and execute leases of real property owned by the municipality that are for a term not exceeding one year, including renewals;
- d. establish departments of the municipal administration;
- e. adopt a system of classification of positions of municipal officers and employees and specify offices that may not be filled by the same person;
- f. determine the salaries, wages and emoluments to be paid to municipal officers and employees, including payment pursuant to a classification system;
- g. where not otherwise provided for, fix the amount in which security is to be given by municipal officers and employees, the form of security, the manner in which security is to be given and approved and the nature of the security to be given;
- h. authorize, in the name of the municipality, the commencement or defence of a legal action or proceedings before a court, board or tribunal, provided that the estimated value or exposure is less than \$1 Million or provided that the CAO considers it necessary to take that step in order to avoid the risk of missing a limitation period, and may, in respect of board or tribunal proceedings, delegate this authority to employees of the municipality;

- i. settle a legal action or proceeding provided that the settlement value is less than \$1 Million;
- j. may appoint returning officers and assistant returning officers under the Municipal Elections Act; and
- k. perform the duties of the clerk, treasurer, engineer and administrator, or any of them, pursuant to the Act, including, without limitation, the signing of contracts authorized by Council in place of the clerk.

5. REPEALS AND AMENDMENTS

5.1 The Town's Bylaw # 48, Manager/Clerk Bylaw and the Town's Bylaw # 3, Town Seal Bylaw are hereby repealed.

5.2 Bylaw # 1, Interpretation Bylaw, is amended by deleting the text of section 3.1.4 thereof and replacing it with the following:

"Clerk" or "Town Clerk" means the person designated by the CAO from time to time to perform the duties of the clerk of the Town, but the phrases "Manager/Clerk", "Town Manager/Clerk" and "Town Manager" shall mean the CAO except in relation to any matters required by statute or regulation to be carried out by the Clerk, in which case it shall mean the Clerk.

Policy Title: Policy Development and Review

Date adopted by Council: **TBD**



1. POLICY STATEMENT

The Town of Lunenburg will operate a standardized system of developing, recording, approving, distributing and reviewing policies and procedures. Policies and procedures should be current, functional and readily accessible to the public.

Policies and procedures ensure that a point of view held by the Town of Lunenburg is translated into steps that result in an outcome compatible with that view and that policies are being met through the day-to-day operations of staff.

2. PURPOSE

The purpose of this policy is to clarify the roles and responsibilities of Council and staff with respect to policy development, implementation, evaluation, and review of policy effectiveness.

Policies and administrative procedures are to be written in a manner so that the intent of each may be known, understood and implemented correctly and completely.

3. SCOPE

This policy applies to all Town of Lunenburg policies and procedures.

4. DEFINITIONS

“Administrative Procedures” means specific written processes that operationalize a policy; and are developed by the Town’s Management Team. Procedures that are created, amended or deemed to be obsolete require the approval of the Chief Administrative Officer.

“Policy” means the commitment and direction of Council regarding matters of governance, public service, programs and standards of performance for the Town, based on Council’s values, priorities and strategic direction. A Council resolution is required to approve Council policies that are created, amended or rescinded.

5. RESPONSIBILITIES

Council

Council will:

- Consider key issues for policies and direct action to create policy recommendations.
- Ensure policies address issues within the realm of governance, such as, but not limited to legal liability, financial accountability, functions of Council and the public image of the Town of Lunenburg and its Council.
- Approve new policies, policy amendments and the rescinding of policies.
- Review existing Council policies at least once every four years.

Chief Administrative Officer (CAO)

The CAO will:

- Ensure policies and accompanying administrative procedures are reviewed every four years from the date adopted by Council.
- Approve administrative procedures which accompany policies.
- Review administrative procedures and receive feedback from those affected to ensure continued relevance and effective implementation.
- Implement or delegate the implementation of policies and administrative procedures to those best suited to undertake the implementation.
- Consider key issues for policies and prepare options and recommendations for Council to review.

Department Directors and Managers

Department Directors and Managers will:

- Implement policies.
- Review all policies and procedures, in respective areas of responsibility, to ensure they are current and prepare amendments when required.
- Conduct research on the policy issue.
- Identify the need for the creation of a policy and procedures.
- Advise the Municipal Clerk of proposed new and amended policies.
- Submit proposed or amended policies to the CAO for submission to Council for review and approval.

Municipal Clerk

The Municipal Clerk will:

- Facilitate the creation, discussion and research of policies and procedures.
- Provide initial direction, assistance and advice on the format of policies and procedures.
- Ensure proposed or amended policies and procedures conform to a common format.
- Establish, maintain and control the organization of policies.
- Ensure policies receive Council approval.
- Ensure administrative procedures receive approval from the CAO.

- Ensure all policies and administrative procedures are published, maintained and updated on the town's website.
- Ensure copies of policies and administrative procedures are available upon request by the public, staff and Council members.

6. POLICY AND ADMINISTRATIVE PROCEDURES ORGANIZATION SCHEDULE

With the CAO's approval, the Municipal Clerk will determine and maintain the categorization and organization of policies and procedures. This categorization and organization may be amended when required.

7. REVIEW OF POLICIES AND ADMINISTRATIVE PROCEDURES

Policies and accompanying administrative procedures will be reviewed every four years from the date adopted by Council unless there is a legislative requirement for a policy to be reviewed earlier. Council or staff may also request to review a specific policy if it is deemed to no longer be meeting or fulfilling its original purpose or intent.

The Municipal Clerk will notify departments in a timely manner when a policy is due for review, however, it is up to affected directors and/or managers to bring forward policies for review and, if applicable, amendment by Council, and administrative procedures for review and, if applicable, amendment by the CAO.

8. GENERAL

In the event of an emergent situation or any other situation where it is in the best interest of the Town to do so, the CAO may take immediate action on a policy matter in the absence of any specific policy that precisely addresses the particular situation.

All policies and procedures shall be consistent with relevant federal and provincial government legislation and related regulations as well as Town bylaws and policies.



Lunenburg County Accessibility Advisory Committee (LCAAC)

January 18, 2023

Municipal Councils of:

Town of Mahone Bay

Town of Bridgewater

Town of Lunenburg

Municipality of the District of Chester

Municipality of the District of Lunenburg

RE: Appointment of Lunenburg County Accessibility Advisory Committee Community Member

Dear Members of Council,

The Lunenburg County Accessibility Advisory Committee (LCAAC) currently has one vacancy for a community member as one of the appointees has recently passed away.

On January 18, 2023, the Lunenburg County Accessibility Nominating Committee comprised of the Mayors and Wardens of the five Lunenburg County municipalities (or their designates) reviewed the remaining applications received from the previous call for volunteers and makes the following recommendation to the five Municipal Councils in Lunenburg County:

To appoint Jeane Fay to the Lunenburg County Accessibility Advisory Committee for a term of three years.

With regards

Ellen Johnson, MSc(OT), OT Reg(NS)

Accessibility Coordinator

ejohnson@chester.ca

902-277-0456

MEMORANDUM

TO: Town Council

FROM: Devin Casario, Economic Development and Funding Manager

DATE: January 9, 2023

RE: Town of Lunenburg Economic Impact Study/Analysis

1. FACTS

1. There is an expressed interest for an Economic Impact Study/Analysis for the Town, from the Lunenburg Board of Trade and various sectors within the Lunenburg economy, including the Lunenburg Cultural Collective.

2. On September 14, 2021, Council passed the following motion: “The Town further agrees to work with the Lunenburg Cultural Collective’s Cultural Roundtable in principle, with specific implementations to be considered on an individual basis and while taking into account existing Comprehensive Community Plan and budget priorities.”

3. There is a strong alignment with CCP objectives for this initiative.

Economic impact:

Economic impact is a measure of the spending and employment associated with a sector of the economy, a specific project, or a change in government policy or regulation. *In this case, economic impact refers to the economic contribution associated with the ongoing activities within the Town of Lunenburg and its related businesses/sectors.* The three major components of economic impact are classified as direct, indirect, and induced impacts.

In years past, Lunenburg has been reliant on regional data published by Tourism NS that is broad in scope- data that has not been proven to be sufficient in answering basic UNESCO surveys for visitation and tourism to the Town. Currently, there are no reliable data sets for Lunenburg’s visitation numbers or gross domestic product (GDP).

Staff would like to undertake and release an RFP to engage a consultant to undertake an Economic Impact Study/Analysis for the Town. The cost is estimated to be \$75,000. Council should understand that this would be an ongoing exercise that should be

undertaken every five years to track key performance indicators as well as update an established baseline of data sets developed from the original study/analysis.

Economic impact can be measured in several ways:

- (a) Employment (jobs and full-time equivalents or FTEs)
- (b) Wages
- (c) Visitation numbers and dollars spent
- (d) Gross Domestic Product (GDP); and
- (e) Economic output.

Partners:

The Lunenburg Board of Trade has expressed interest in the study and will serve as a vital liaison between the business community and the selected consultant. The Lunenburg Cultural Collective (LCC) created a Cultural Action Plan in 2020 and was keen to do their own study as well. The LCC is supportive of this initiative and is made up of diverse cultural organizations within the Town.

2. ISSUES AND OPTIONS ANALYSIS

Option 1 – Develop an RFP, seek funding, and engage a consultant to conduct the study in 2023/24.

Option 2 – Reject the initiative

Option 3 – Defer the initiative

If the first option is chosen, the Town will need to undertake an RFP for a firm/consultant that specializes in these types of studies including but not limited to a specialization in econometrics. Econometrics is the application of statistical methods to economic data in order to give empirical content to economic relationships. For the study to be successful, the business community of Lunenburg will need to be actively involved so that baseline conditions can be determined and tracked over time.

To further enhance this project, Town staff plan to collaborate and seek input from the Lunenburg Board of Trade (LBOT) and various sectors within the business and cultural community to help administer the RFP and the development of the report. This collaboration would be done through meetings with staff and certain stakeholders as identified by Town staff.

The study should examine Economic, Social, and Environmental benefits in the following sectors:

- Industry
- Waterfront
- Tourism
- Culture

- Recreation
- Real Estate
- Retail
- Hospitality
- Government

Proposed Methodology:

1. Asset Mapping (comprehensive listing of businesses, storefront inventory, cultural and tourist industry assets)
2. Define public and private cultural assets within the Town of Lunenburg
3. Detailed surveys to organizations and cultural businesses - annual revenues/government funding/number of visitors and dollars spent by visitors
4. Interviews with business owners and organizational leaders
5. Employment numbers/FTE's (full-time equivalents) average wages etc.
6. Research workforce trends and conduct a gap analysis
7. Scan of wider region/contributions to regional economy
8. Per capita comparisons to other towns/cities/regions
9. Calculate Lunenburg GDP, sector contributions

**The study should be framed and conducted in a manner that allows the collection and analysis of up-to-date data on a continuous 5-year cycle.*

Budget:

Total: \$75,000

- **\$50,000: Town of Lunenburg:** These funds to be included in the 2023/24 Draft Operating Budget and will require Council approval to proceed.
- **Potential for a \$25,000 grant:** Staff are in the process of applying for the provincial Community Capacity Fund to help fund this project.
- **Other potential funding partners:** Lunenburg Board of Trade and Lunenburg Cultural Collective have indicated they may be able to assist with funding gaps.

If the Town is unsuccessful in securing the additional \$25,000 (for a total of \$75,000) in the 2023/24 fiscal year, staff recommend that Council approve setting up a \$50,000 reserve to be utilized for a future Economic Impact Study/Analysis. If approved, staff will continue to work towards securing funding for the project.

Proposed Timeline:

January 24, 2023 – Council Approval to Issue RFP and Baseline Budget, as well as a Commitment to Update the Study/Analysis every 5 years.

February 2023 – Develop RFP, Research and Apply for Funding Opportunities

March 2023 – Post RFP

April 2023 – Interviews, Engagement of Successful Proponent

May-December 2023 – Conduct Study

January 2024 – Completed Study and Renew Project in 2028-29 and Every 5 Years Thereafter

3. FINANCIAL IMPACT

1. To make informed decisions, policymakers must integrate economic, social, and environmental considerations into their analysis. The prospective assessment of impacts is an essential tool to help decision makers evaluate policy options in support of Lunenburg’s economic goals.

2. An economic impact study/analysis can be used by government, businesses, and the creative/tourism/cultural sectors to attract investment and/or leverage funding opportunities.

3. An economic impact study will be invaluable for the Town’s plan to create engaging and effective marketing and communication strategies. In fact, these strategies will be far less robust without the critical information the impact study will provide.

The data from the study will be the only reliable and consistent means to inform how we accurately identify each marketing and communication target. This crucial economic information will allow us to plan strong, vibrant marketing and communication strategies. It will also give us a much-needed base of concrete knowledge from which we can measure results of our efforts.

4. STRATEGIC PLAN RELEVANCE

The project aligns with the CCP and an investment in an economic impact study/analysis could yield strong returns for the business, cultural organizations, and government organizations.

CCP Relevance:

c) Create and maintain a detailed inventory of community economic data including, but not limited to labour market statistics, a business directory, vacant land and storefront inventory, and a ‘development ready’ land inventory. (Page 107)

Project Lunenburg Discussion Paper 7/8: Economic Development:

“Strong decision making is also accompanied by strong data. Efforts to monitor local community, business, and residential trends can better inform future community

choices. Strong data can also help measure the success of programs and policies implemented for economic development.”

- Provide advice on market analysis and economic opportunities
- Research trends and conduct a gap analysis (Workforce Development)
- Act as a liaison between local organizations, businesses, individuals, and representatives of government, business and industry concerning economic development
- Identify sectoral opportunities for economic development (e.g. tourism, manufacturing, and arts)
- Develop partnerships within the community to develop and promote opportunities
- Assist local organizations, businesses, and individuals to take advantage of economic development opportunities and major projects
- Conduct surveys and research on market opportunities

5. RECOMMENDATION AND DRAFT MOTION

Draft motion: That Council approve the development of an economic impact study/analysis; and that Council approve including \$50,000 in the 2023/24 Draft Operating Budget for the economic impact study/analysis.

Attachments –

1. Letter of Interest from the Lunenburg Board of Trade
2. Letter of Interest from the Lunenburg Cultural Collective
3. [LCC Cultural Plan](#) (click link to view plan)



Lunenburg Board of Trade

PO Box 1300
11 Blockhouse Hill Rd.
Lunenburg, NS
B0J 2C0

(902) 634 3170
office@lunenburgns.com

December 14th, 2022

RE: Proposed Economic Impact Study

The Lunenburg Board of Trade would like to express its support for the proposed Economic Impact Study of the Town of Lunenburg.

We feel that a comprehensive study of this kind could be extremely valuable for our membership, as well as others within the business community, across all industries. Economic data could be used to leverage funding, engage in future planning and in many other ways.

While the Board of Trade is not currently able to provide funding for this project, we would certainly be open to discussing a financial contribution in the future, particularly should there be a shortfall in the budget. In the meantime, we would be more than happy to work with the town as a liaison with the business community, ensuring that they are aware of the importance of their support and participation.

We hope that Town Council will approve this project as we strongly feel this would be beneficial for the community. If there are any follow up questions regarding the letter, please do not hesitate to reach out.

Sincerely,

The Lunenburg Board of Trade

ATTACHMENT 2

December 14th, 2022

To: The Town of Lunenburg

Re: Economic Impact Study

The Lunenburg Cultural Collective (LCC) would like to express its support for the proposed Economic Impact Study of the Town of Lunenburg.

The LCC is a voluntary group, representing twelve key arts and culture organizations in the town, which was formed while working on the Lunenburg Cultural Action Plan (LCAP). The LCAP is considered a part of Project Lunenburg (Lunenburg's 40-year strategic plan) and has 12 goals, the second of which is to measure the economic impact of arts and heritage in Lunenburg.

Lunenburg is home to an incredibly vital cultural sector—artists, heritage workers, creative business owners are present in higher numbers locally than elsewhere in the province. For those working and volunteering in the sector to have access to data highlighting the economic importance of this community would be extremely valuable.

We have provided suggested terms of reference for the Arts and Culture sector and would be more than happy to assist in other ways should the proposal be successful. A copy of the LCAP has been provided as well as reference material. In addition, some of the members of the LCC may be in a position to contribute financially to the project in the future.

We thank you for your consideration, and should you have any other questions regarding this support letter please do not hesitate to reach out.

Sincerely,

The Lunenburg Cultural Collective
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